

Radio Script

Date: Revised

Client: Centers for Medicare & Medicaid Services

Medium: Radio "Glaucoma"

Length: :60

Spot #:

Phone rings: Audience hears the voice of older woman answering

Mom: Hello

Daughter: Hi Mom.

Mom: Hi Sweetie, how are you and Daniel doing?

Carol: We're fine.

Mom: And, how is my grandbaby?

Carol: She's perfect. We sent you pictures last week, did you get them?

Mom: Of course I did, she is such a cutie. And the flowers on her dress were so (she is describing the dress incorrectly, thereby indicating that she really could not see the picture)

Carol: (Interrupting Mom) Flowers!? Mom, those were kittens on Maya's dress.

Mom: Oh...

Carol: You really could not tell, could you? Are your eyes still giving you trouble?

Mom: (Remains silent with no response)

Carol: I thought you were getting them checked?

Mom: Well...

Carol: Mom, you know how important regular eye exams are to prevent glaucoma and vision loss—especially at your age. Besides, Medicare pays for glaucoma screening. Please make an appointment, and Maya and I will come with you. That way you can see what you've been missing.

Mom: Okay, anything for my grandbaby!

Tag line: Older African Americans are at high risk for glaucoma, but you can prevent vision loss through early detection and treatment. Medicare preventive services pays for glaucoma screening. Call 1-800-MEDICARE, that's 1-800-633-4227. Medicare. Helping you help yourself.